DISCOUNT BRAND ON PACK/ON CARTON PROGRAMS WITH PACK REQUIREMENTS

2045379877

PROGRAM (DROP DATE)	PREMIUM	MEDIA	#PK UPCS	$(CASH/P&H)	%RESPONSE
1) Alpine "Warm Up" Collection (3/17/92)	Sweatshirt	On pack	30 pk	None	1.03%
	Sweatpants		30 pk		0.97%
	Turtleneck		20 pk		0.61%
					2.63%
2) Buckskins Order Form (5/1/91)	Boxers	On pack	10 pk	None	0.54%
	Flaunt/T		20 pk		0.67%
	Bucks Cap		10 pk		0.92%
	Sweatshirt		30 pk		1.14%
	Sweatpants		30 pk		0.81%
					4.09%

CAMBRIDGE SPRING COLLECTION
(3/1/93 TO 12/31/93)
- Circulation: 1.416 MM
- On carton
- 11 items
- UPCs required: 8 to 159 pk

* As of July 29, 1993 (55% or 20 weeks into the program): 60,692 mail receipts, 92% of mail processed. Assuming that 55% of response is in, estimated total mail receipts is 101,153.

* Similar Clothing Items

	ITEMS ORDERED	ITEMS ORDER (PROC. ORD: 55,925)	ESTD RESPONSE	ESTD %RESPONSE
- Sweatpants (30 pk)	7,654	0.14	13,844	0.98%
- Sweatshirt (30 pk)	5,956	0.11	10,773	0.76%
- T-Shirt (15 pk)	7,132	0.13	12,900	0.91%
- Baseball Cap (8 pk)	6,581	0.12	11,903	0.84%
			AVERAGE=>	0.87%

CAMBRIGE 2-PACK FREE LIGHTER PROGRAM
(12/1/93 TO 3/31/94)
- Circulation: 2.2MM
- On pack
- 2 Items: Mock Turtleneck - 25 pk UPCs plus P&H
  Baseball Cap - 10 pk UPCs plus P&H

Based on the available information estimated responses are:
- Mock Turtleneck: 0.6 - 0.9 %
- Baseball Cap: 0.8 - 0.9 %

Total Program: 1.4 - 1.8 %

CAMBRIDGE FREE LIGHTER PROGRAM

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Source: https://www.industrydocuments.ucsf.edu/docs/pngj0004